

Des Moines Social Club





- 👁 NYC → Des Moines
- 👁 22 City Search in 2007
- 👁 Searching for 50/50 City
- 👁 Downtown Des Moines Revitalization
- 👁 Young Professional Push
- 👁 Retention & Recruitment
- 👁 \$22,000 operation → \$450,000 operation in less than 3 years

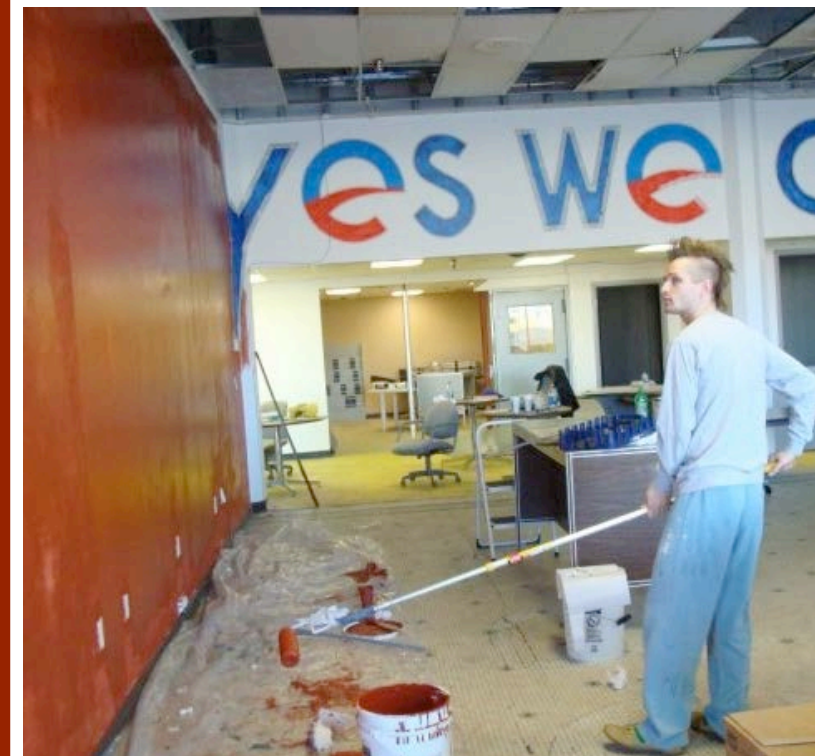
Founding DMSC

Goals/Vision

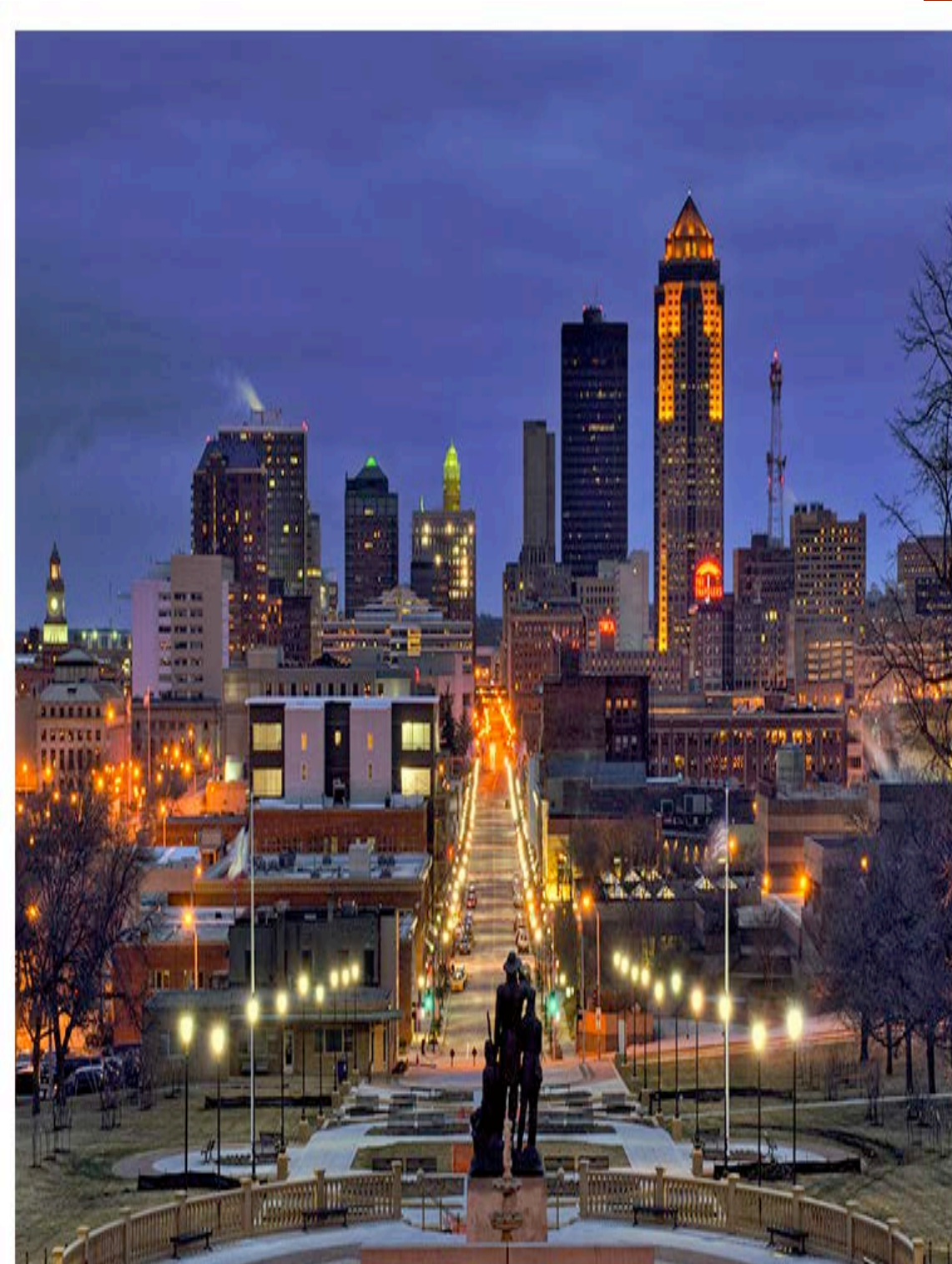
- ✓ Acquire and Historically Preserve Firestation #1
- ✓ Retention & Recruitment of Young People in Central Iowa
- ✓ Job Creation and Community Investment
- ✓ Regional Economic Growth
- ✓ Build a Venue for all Iowans

Team

- ✓ Developer: Christensen Consulting
- ✓ Architect: Shive Hattery
- ✓ Contractor: Beal Derkenne
- ✓ Environmental Engineering: Barker Lemar



Des Moines Social Club



Co-Chairs

- 👁️ Cara Heiden – Wells Fargo (retired)
- 👁️ Fred Hubbell – ING (retired)
- 👁️ Connie Wimer – Business Publications

Committee

- 👁️ Matthew Anderson – Knapp Properties
- 👁️ Woody Brenton – Brenton Foundation
- 👁️ Robert Brownell – Polk County Supervisor
- 👁️ Russ Cross – Wells Fargo
- 👁️ Michelle Gowdy – Pioneer Hi-Bred
- 👁️ Barry Griswell – Community Foundation
- 👁️ Kyle Krause – Kum & Go
- 👁️ Sharon Krause – Kum & Go
- 👁️ Lisa Kruidenier – Kruidenier Foundation
- 👁️ Glenn Lyons – Downtown Community Alliance
- 👁️ Cyndi Pederson – Director Dept. of Cultural Affairs (retired)
- 👁️ Mary O' Keefe – Principal Financial
- 👁️ Suku Radia – Bankers Trust

Capital Campaign Committee

Des Moines Social Club

- ✓ Founded 2009
- ✓ Over 100,000 Visitors
- ✓ Over 500 Unique Events
- ✓ Over \$1,500,000 raised
- ✓ Over 250 Iowa Artists served
- ✓ Over 50 Collaborations with Iowa Organizations (*DMMO, DMMC, Art-Noir/Art Center, Metro Arts Alliance, Ballet Des Moines, YMCA, United Way, DM Symphony, etc.*)





- **Kruidenier Charitable Foundation**
- **Bedell World Citizenship Fund**
- **Fred & Charlotte Hubbell Foundation**
- **Barry & Michele Griswell Foundation**
- **Conlin Family Foundation**
- **Brenton Foundation**
- **Connie Wimer Foundation**
- **Iowa Arts Council**
- **Community Foundation of Greater DSM**
- **Bravo Greater DSM**
- **City of Des Moines**
- **Polk County**

Foundation and Government Support

Corporate Support

- 👁️ Kum & Go
- 👁️ Kemin Industries
- 👁️ Principal Financial
- 👁️ Wells Fargo
- 👁️ Meredith
- 👁️ Nationwide
- 👁️ Pioneer Hi-Bred
- 👁️ Bankers Trust
- 👁️ John Deere
- 👁️ Davis Brown
- 👁️ Belin McCormick
- 👁️ Aviva
- 👁️ Dwolla
- 👁️ Greater DSM Partnership
- 👁️ Wellmark





- 👁 75 Jobs Created
- 👁 \$1.7 million invested
- 👁 250+ Events produced

Annual Economic Impact

Firestation #1

900 Mulberry St.
Des Moines

Phase 3: Permanent Venue

- 👁 30,000 Sq. Ft. in two buildings
- 👁 Blackbox Theater
- 👁 Gallery
- 👁 5 Classrooms
- 👁 Shared Office Space
- 👁 Restaurant/Bar
- 👁 Retail
- 👁 Parking





Potential Rental Partners

- Orchestrate Management
- Des Moines Music Coalition
- Ballet Des Moines
- Metro Arts Alliance
- Des Moines Metro Opera
- Repertory Theatre of Iowa
- Civic Music Association
- 3-4 Retail concepts

**Revenue Stream: Potential for
\$150,000+ Annually**



- 👁 **NuStyle Development – Woodbine**
- 👁 **Rand Park Pavilion Commission – Keokuk**
- 👁 **Creating Great Places – Coon Rapids**
- 👁 **Legion Arts – Cedar Rapids**
- 👁 **Sami Center - Okoboji**

Statewide Partners



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Next Phase:
Firestation #1

Corner of Mulberry and 9th Streets
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Next Phase:
Firestation #1

Corner of Mulberry and 9th Streets

DMSC Capital Campaign

- Feasibility Plan
Consultant: Funding
Solutions, Inc.
- *Anticipated Goal: \$3.8
million*





- **Goal: \$3.8 million**
- **\$500,000 secured**
- **Lead gifts**
- **Corporate gifts**
- **Government support**
- **Foundation gifts**
- **Individual gifts**
- **Historic Tax Credits**
- **Request of \$250,000 from State of Iowa**

Capital Campaign: Funding Sources

Projected Timeline

Spring 2012: Firestation acquired

Winter 2012: Fire Department vacates

Spring 2013: Construction begins

Fall/Winter 2013: Grand Opening





Forbes Best City for Young Professionals

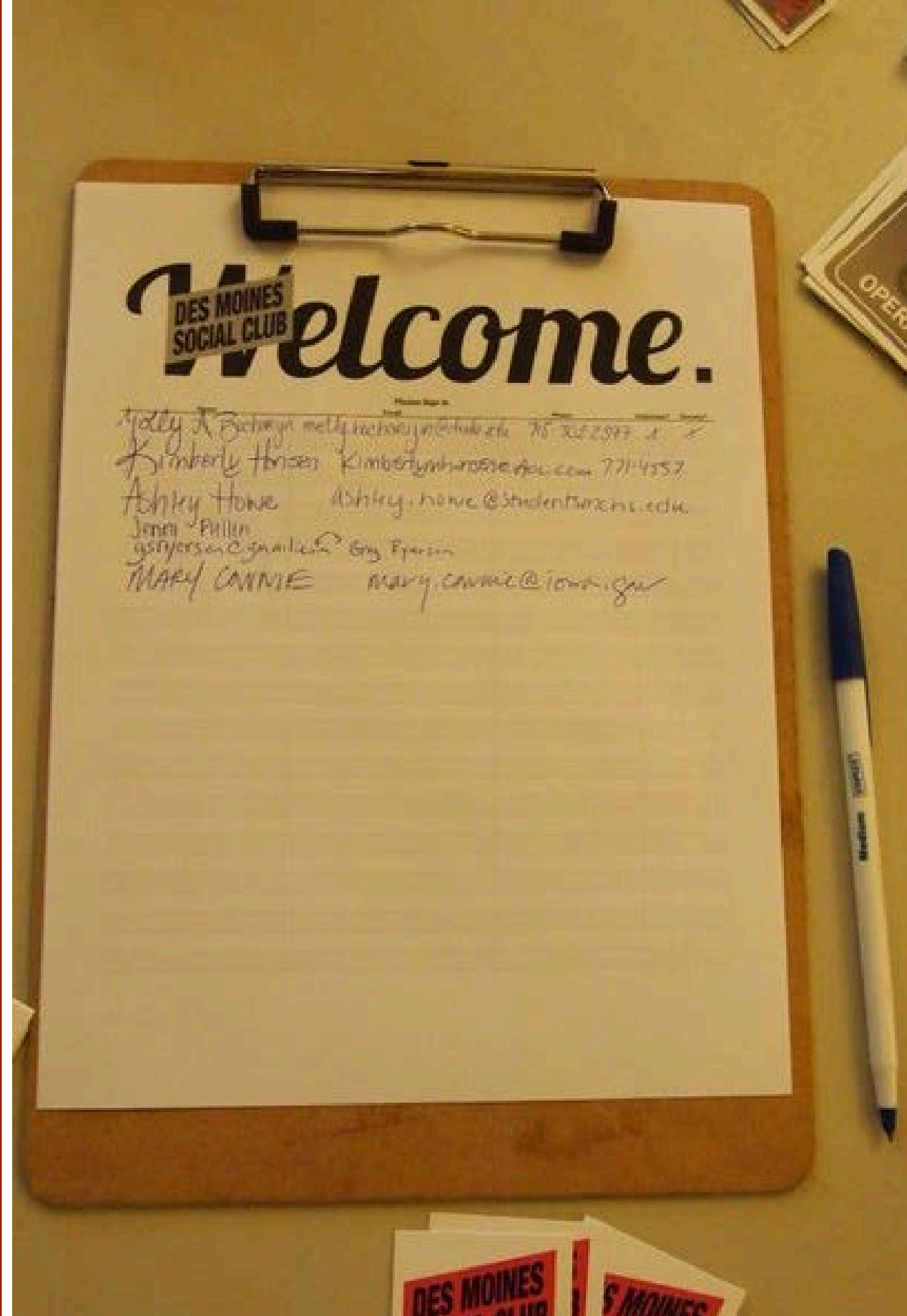
- 👁 **Attracted quality jobs**
- 👁 **Revitalized Arts and Music Scene**
- 👁 **Rebuilt Downtown**
- 👁 **Made downtown a Place to Live**
- 👁 **Created ways to get Connected**
- 👁 **Attracted a mix of retailers**
- 👁 **Sparked Life in Night Life**
- 👁 **Fed the Fitness Craze**
- 👁 **Promoted a Start-up & Tech Culture**
- 👁 **Adopted Progressive Policies**

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Young Professionals in DSM

A Home For Everyone

- 👁️ DMSC in Your Neighborhood
- 👁️ 10+ New Events per week
- 👁️ No downtown schedule/Economic Impact
- 👁️ Vacant Buildings
- 👁️ Mountains/Oceans/Pro Sports Team
- 👁️ Your idea here



**Thank you for your
time and leadership.**

Questions?

Des Moines Social Club
www.DesMoinesSocialClub.org